



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/695,020

10/28/2003

David G. Norton

P48862 1010.1

4267

7590 01/23/2008
Jeffrey R. McFadden
Womble Carlyle Sandridge & Rice, PLLC
P.O. Box 7037
Atlanta, GA 30357-0037

EXAMINER

ALMATRAHI, FARIS S

ART UNIT

PAPER NUMBER

3627

MAIL DATE

DELIVERY MODE

01/23/2008

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/695,020	Applicant(s) NORTON ET AL.	
	Examiner FARIS ALMATRAHI	Art Unit 3627	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 12/10/2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1,2 and 4-18 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1,2 and 4-18 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 28 October 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date <u>1/26/2004, 2/24/2005</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Status of the Application

1. **Claims 1-2 and 4-18** are pending in this application.
2. **Claims 3 and 19-20** have been cancelled.

Claim Rejections - 35 USC § 112

3. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

4. **Claims 1-2 and 4-18** are rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

5. **Claims 1 and 17** recite the limitation "serving the browser readable order confirmation information" and **Claim 18** recites the limitation "serves the browser readable order confirmation information". The phrase "serving" and "serves" is viewed to be vague and is not clear as to limiting the scope of the invention. The limitations as phrased are interpreted to be any function or action associated with a server.

Claim Rejections - 35 USC § 102

6. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

7. **Claims 1-2, and 4-18** are rejected under 35 U.S.C. 102(e) as being anticipated by Elston et al. (US Publication No. 2002/0143655 A1).

8. Regarding claims 1 and 17-18, as best understood, Elston discloses a system and method for displaying order confirmation information in connection with an audibly placed order, the method comprising:

- generating order information via a point-of-sale information service, wherein the order information is based on the audibly placed order (Abstract, Paragraph [0286]);
- transforming order confirmation information generated by the point-of-sale information service into a browser readable format via a order confirmation information service, wherein the browser readable order confirmation information is comprised of order confirmation information that can be rendered by a browser (Paragraphs [0323] – [0331]);

- serving the browser readable order confirmation information via a file server (Paragraph [0028], Paragraph [0322]);
- requesting the order confirmation information from the file server via a browser and displaying the browser readable order confirmation information via the browser (Paragraph [0037], Paragraph [0322]).

9. Regarding Claim 2, Elston discloses a system wherein point-of-sale information service converts the order confirmation information from a format native to the point-of-sale information service to a tagged data format (Paragraph [0322]).

10. Regarding Claim 4, Elston discloses a system wherein the point-of-sale order information service transmits the tagged order confirmation information to the order confirmation information service (Paragraph [0099], [0139]).

11. Regarding Claim 5, Elston discloses a system wherein the point-of-sale information service transmits the tagged order confirmation information to the order confirmation information service at a predetermined time (Paragraph [0127]).

12. Regarding Claim 6, Elston discloses a system wherein the predetermined time is after a new item ordered (Paragraph [0127]).

13. Regarding Claim 7, Elston discloses a system wherein the order confirmation information service further comprises a parser, wherein the parser transforms the tagged order confirmation information into a browser readable format (Paragraph [0322]).

14. Regarding Claim 8, Elston discloses a system wherein the browser readable format is HTML (Paragraph [0324]).
15. Regarding Claim 9, Elston discloses a system wherein the browser readable order confirmation information is transmitted to the file server (Paragraph [0028]).
16. Regarding Claim 10, Elston discloses a system wherein the browser readable order confirmation information is transmitted by the file server to the browser in response to a request from the browser (Paragraph [0028], Paragraphs [0322] – [0323]).
17. Regarding Claim 11, Elston discloses a system wherein the file server is a web server (Paragraph [0252]).
18. Regarding Claim 12, Elston discloses a system wherein the order confirmation information service is configured to select suggestive selling information (Paragraph [0672]).
19. Regarding Claim 13, Elston discloses a system wherein the suggestive selling information selected by the order confirmation information service is transmitted by the order confirmation information service to the file server (Paragraph [0672], Paragraphs [0037] - [0038]).
20. Regarding Claim 14, Elston discloses a system wherein the suggestive selling information is transmitted by the file server to the browser (Paragraph [0672], Paragraphs [0037] – [0038], Paragraphs [0322] – [0323]).
21. Regarding Claim 15, Elston discloses a system wherein the selected suggestive selling information is displayed by the browser (Paragraph [0672], Paragraph [0297]).

22. Regarding Claim 16, Elston discloses a system wherein the suggestive selling information selected by the order confirmation information service is based on a rules base and responsive to an item selected by the browser (Paragraph [0672], Paragraph [0297], Paragraph [0350]).

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Faris Almatrahi whose telephone number is (571) 270-3326. The examiner can normally be reached on Monday to Friday 9:00 AM - 5:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ryan Zeender can be reached on (571) 272-6790. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/F. Ryan Zeender/

Faris Almatrahi

Application/Control Number: 10/695,020

Page 7

Art Unit: 3627

Supervisory Patent Examiner, Art Unit 3627

Examiner
Art Unit 3627

FA